

Summer 1992

USD Magazine Summer 1992

University of San Diego

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USD

SUMMER
1992

MAGAZINE

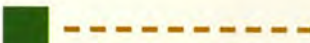


■ TRUE BELIEVER


The Vision of Jack Boyce

■ TV AND TERRORISM IN THE REAGAN '80S

■ THE SPORTING LIFE



Letter From The Editor



USD

Producing a magazine can be a lonely job if the only response is an occasional change-of-address notice. Since a goal of any magazine is to elicit reader response, an empty mailbox strikes a fear of reader apathy into the heart of even the most intrepid editor.

With that in mind, then, I'd like to thank all of you—and there were dozens—who wrote or called with comments about the changes in the last issue of the magazine. The reactions were as diverse as our readers:

- *"I love the new look—I read it cover-to-cover."*
- *"I miss the large photos from the old U Magazine."*
- *"There seems to be more 'meat' to the stories now."*
- *"The frenzy of type changes makes me dizzy."*
- *"It is easier to read."*
- *"It is much harder to read."*

Positive or negative, all the comments provided helpful feedback for us on the staff as we continue to assess what is—and isn't—working for *USD Magazine*. Further changes can be found throughout this issue. Many are part of the magazine's natural development; others are a direct result of your comments. I hope you'll keep the feedback coming.

Encouraging that sort of dialog between magazine and reader—or between the university and our alumni or parents—is the purpose behind the "Letters to the Editor" section introduced on Page 2 of this issue. It is a section that can succeed only with your help, so as you look through this and future issues, I hope you'll take a few minutes to write down your reactions, not only to the look of the magazine but to the articles you read.

It's your opportunity to let the University of San Diego know what you think.

Suzanne Johnson



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TRUE BELIEVER

by Jacqueline Genovese

The promise of a challenge brought him here. His deep faith and the friends he found made him stay. Now, after 17 years as vice president for financial affairs, Jack Boyce is retiring from the university he took from shaky ground to solid footing.

PAPER TIGERS AND VIDEO POSTCARDS

by Suzanne Johnson

During the 1980s, terrorist acts against Americans reached crisis proportions—or did they? A new book by USD faculty member Beth Dobkin examines the relationship between terrorism, TV news and the Reagan administration.



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THE SPORTING LIFE

by Dianne Ludlam



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KALEIDOSCOPE

BC

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Only the Best

As a human resources professional and one who studies, writes and speaks on the topic of health-care issues, I found Dianne Ludlam's article on health-care costs of interest (Spring 1992). She did a good job of explaining the problems and some of the causes. I certainly agree with my colleagues Miriam Rothman's and Janet Rodgers' statements that people need to take responsibility for their own health care by living a healthy lifestyle and questioning costly diagnostic and treatment procedures. These are activities that can impact on the total cost of health.

However, what the article did not explain and what I believe is the essential cause of our exorbitant health-care costs is the American attitude toward the delivery of health care. We look at health care from an individualistic, personal point of view rather than from the broad view of what our society can afford. People become very emotional when their health or the health of a loved one is threatened, and seek the very best treatment they can afford, even if they are probably incapable of determining what is quality treatment.

Recently, Mother Teresa, who works and lives in Third World countries, became ill in Mexico. She was not treated in Mexico or even Chula Vista but was brought to La Jolla. Now, of course, I have no knowledge of her medical condition or the possibility that she needed specialized treatment only available at Scripps Clinic, but this has the appearance of what we typically do in America—seek what we think is the best health care available. In a democracy, we tend to think that everyone, regardless of ability to pay, has the right to the best health care money can provide. We abhor the thought of limits or rationing of health care.

Our country has the research, technology and delivery system to keep providing more and more expensive and possibly unnecessary health care. The health-care industry is big business, and it is set up to consume all of the resources we are willing to provide. As a society we need to ask some very important questions, such as: What kind of life should we expect medicine to help us achieve? What standard of health does a society need? Who pays for health care, and whose responsibility is it? If we do not look at these questions as a society and put some realistic limits on health care, then, in my opinion, we will be spending too many resources on health care that should go toward other societal needs.

Thank you for the interesting article.

*Judith Muñoz
Director of Human Resources,
University of San Diego*



An 'Ethereal Fireball'

I recently received the spring issue of *USD Magazine* and wanted to tell you I thoroughly enjoyed the article "Soul Provider," featuring Sister Alicia Sarre. My recollections of Sister Sarre stem from a course in "Spanish for the Health Professional" she instructed back in 1982. She was a single-minded "fireball" of a nun then, who inspired me to learn a language that has proven invaluable in my profession. Your article captured the true spirit of an ethereal, saintly individual who was and still is Sister Sarre. Strong work!

*Michael Saffian '82, M.D.
Cleveland, OH*

COMMENCEMENT CHEER

Sunny smiles matched the sunny skies May 23-24 as undergraduates, graduate students and law students participated in commencement ceremonies at the University of San Diego.

Two honorary degrees also were awarded, one to undergraduate commencement speaker The Hon. Elliot L. Richardson and the other to graduate commencement speaker Robert E. Wycoff.

Ambassador Richardson serves the Bush administration as special representative of the president for the Multilateral Assistance Initiative for the Philippines. He has a distinguished record of public service spanning more than four decades, including four positions at the Cabinet level: attorney general, secretary of defense, secretary of health, education and welfare, and secretary of commerce.

Excerpts from Richardson's commencement address can be found on the inside back cover of this issue of *USD Magazine*.

Wycoff is chair and chief operation officer of the Atlantic-Richfield Corp. of Los Angeles, and serves as chairman of the California Business Roundtable and author of its annual California Business Climate Survey.



Leading American consumer advocate Ralph Nader served as speaker for the School of Law Commencement, which was held Saturday, May 23. For more than a quarter-century, Nader and his "Raiders" have fought to safeguard

public health and safety on the highways, in the workplace and in the home.

Undergraduate and graduate ceremonies took place Sunday, May 24.

< < < Noriega Courts Success > > >



Jose Luis Noriega

This past spring, University of San Diego's Jose Luis Noriega accomplished what few college athletes can even dream about—he became a four-time NCAA All-American. It marked the first time a USD student-athlete has been so honored.

Although he fell short of his goal of winning this past May's NCAA championship, Noriega accomplished just about everything else possible in college tennis (see related story on this page).

Despite missing almost two months of competition with a shoulder injury, Noriega reached the semifinals of the NCAAs before losing to eventual champion Alex O'Brien of Stanford. "I was sur-

prised he was able to go as far as he did," said USD coach Ed Collins. "Even though his goal was to win it, he went further than he ever has."

Born and raised in Lima, Peru, Noriega, who goes by the nickname Tato, was one of his country's best junior players. When he arrived in San Diego four years ago, he promised himself and his family that he would finish what he started at USD—getting his degree and fulfilling his commitment to Collins.

"He's brought a lot of recognition to USD," Collins says. "He's been a great representative of USD Athletics. In addition to being a four-time All-American, he's been a good student, an extremely hard worker and a model of good sportsmanship."

Noriega, who received his B.A. in business in May, did so in four years. "Finishing my education and getting my degree was important to me and my family," he says. "If my pro career doesn't work out, I know I will be able to use my education in the business field."

He isn't wasting any time finding out if he can make it on the pro circuit. He was scheduled to play in two tournaments in Italy (Florence and Genoa) in June.

"I think it's going to be hard," he says. "Emotionally, it's going to be a lot different than college. You're out there by yourself most of the time. You never know how tough it's going to be until you try it."

NORIEGA'S TENNIS HIGHLIGHTS

- Four-time NCAA Division 1 All-American (1989-92)
- Volvo/ITCA Region VIII Rookie of the Year (1989)
- West Coast Conference singles champion (1989, 1991)
- Intercollegiate Clay Court champion (1989)
- Peruvian national champion (1990, 1991)
- WCC doubles champion (1989, 1990)
- San Diego Intercollegiate singles champion (1990, 1991, 1992)
- NCAA singles quarterfinalist (1990, 1991)
- NCAA singles semifinalist (1992)
- Rolex National indoor champion (1992)
- Peruvian Davis Cup team (1991)
- Head/Arthur Ashe Sportsmanship Award (Region VIII, 1991)
- Rafael Osuna National Sportsmanship Award (1991)
- Nation's best win-loss record in collegiate Grand Slam events (34-10)
- Career record of 138-30 (100-15 in singles, 38-15 in doubles)

*T*he University of San Diego Board of Trustees has announced the addition of two new members to its ranks.

Kathryn S. Colachis, chairman and chief executive officer of The J.W. Colachis Co., and William D. Jones, investment manager of The Prudential Realty Co., joined the board May 15, both for three-year terms.

Kathryn Colachis, the widow of longtime USD trustee James W. Colachis, has a distinguished record of philanthropy and community service. A graduate of Phoenix College, she has served as a patron of numerous organizations, including the Phoenix Symphony, the Laguna Beach Art Museum, the San Diego Museum of Contemporary Art, the San Diego Historical Society, the San Diego Opera and the United Way's Alexis de Tocqueville Society.

William Jones, a 1980 graduate of USD, began a distinguished career in public service as an intern

to City Councilman Leon Williams in 1972. He went on to serve as Williams' staff aide, chief assistant and campaign manager. In 1982, when he won election to the County Board of Supervisors, Jones succeeded Williams as city councilman for San Diego's 4th District. His greatest legacy to San Diego has been "Project I Believe," a program he founded in 1987 to help elementary school children receive the financial support and academic training they need for college.

Jones received an M.B.A. from Harvard University in 1989. He has been honored with the Freedom Foundation's George Washington Honor Medal for Individual Achievement, and was chosen as one of "Fifty Black Future Leaders" by *Ebony Magazine*.

CITIZENS OF THE WORLD

USD President Author E. Hughes was one of three San Diegans honored June 4 at the first International Citizen Award Dinner, sponsored by the World Affairs Council of San Diego.

The award was established to honor outstanding contributions by individuals or institutions that promote increased understanding among the peoples of the world.

Along with Hughes, honors went to Richard Atkinson, chancellor of the University of California at San Diego, and Thomas Day, president of San Diego State University.

The World Affairs Council of San Diego is an organization dedicated to the advancement of ideas covering a wide range of worldwide issues in politics, culture and economics. It was founded in 1968.



Kathryn S. Colachis



William D. Jones

T R U E

BELIE

The promise of a challenge brought him here. His deep faith

Not many people would stand in front of Pope John Paul II, the leader of the Catholic world, and notice his shoes.

But the Pontiff's choice of footwear caught the eye of Jack Boyce, USD's vice president of financial affairs, when he met the pope in 1986.

Leaning back in his chair, with one foot propped comfortably on his desk, Boyce's blue eyes sparkle mischievously behind his glasses as he recalls the moment. "The pope was sitting in a throne-like chair, in a beautiful robe, and I looked down and noticed that his feet were crossed, like this." Boyce crosses his feet at the ankles. "I looked closer, and saw that he had on penny loafers.

"Penny loafers on the pope! Can you imagine?"

The same attention to detail that led to the startling discovery of the

and the friends he found made him stay. Now, after 17 years as vice president for financial affairs, Jack Boyce is retiring from the university he took from shaky ground to solid footing.

pope's penny loafers has helped one John D. Boyce lead USD from shaky ground to solid footing during his 17-year tenure.

Just ask the two people most often associated with the university's growth and vitality over the past two decades, President Author E. Hughes and Provost Sister Sally Furay, RSCJ. It is Boyce, they say, who should get the lion's share of the credit for the physical beauty and financial stability the university enjoys today.

"So much of this place wouldn't be here without Jack Boyce," says Sister Furay, gesturing toward the

campus. "A lot of what the president and I get credit for, Jack has made possible."

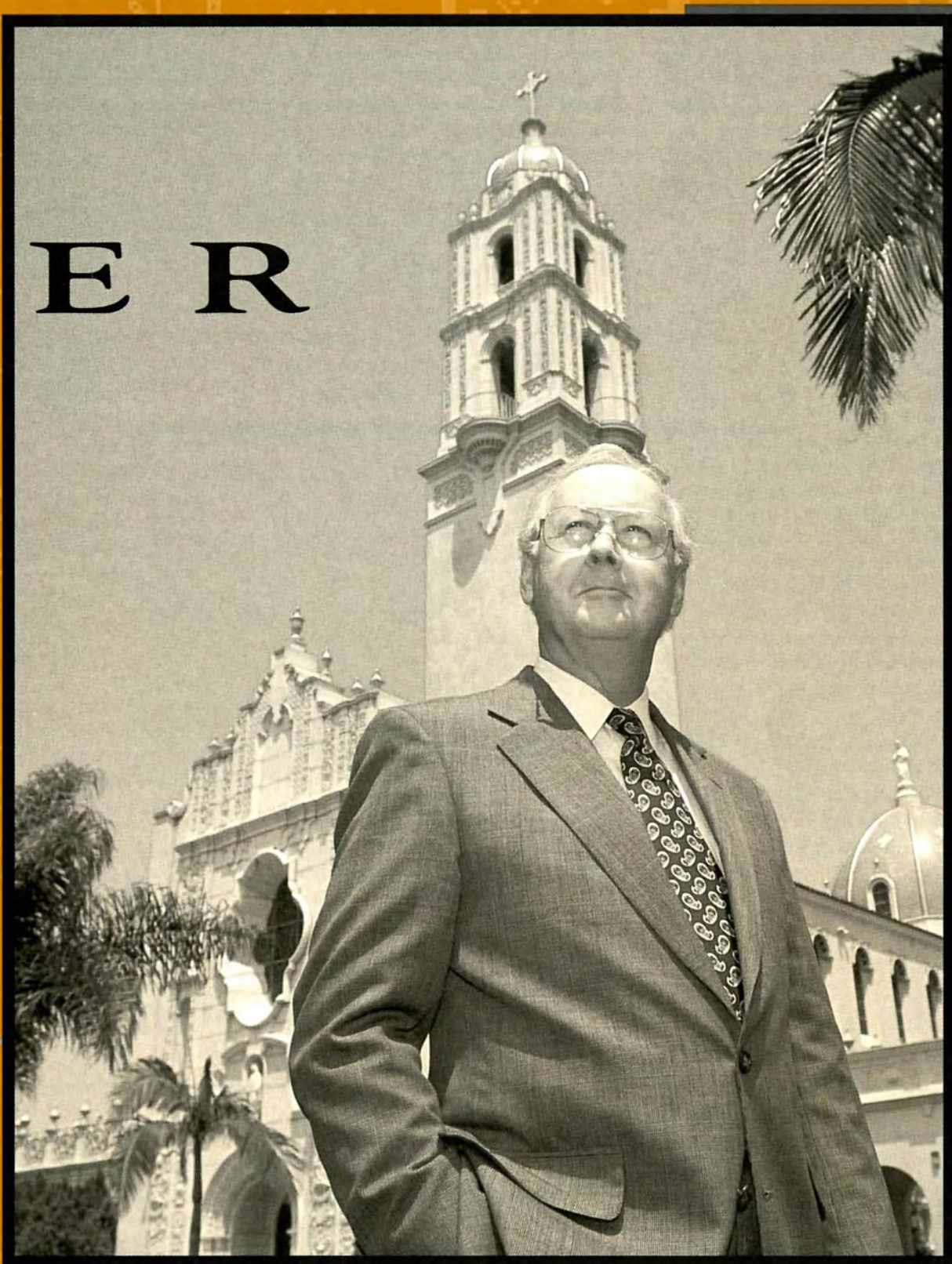
Leaning forward in her chair, Sister Furay adds emphatically, "The man is a genius."

And Hughes concurs. "The reason we are on solid financial ground today is because of Jack."

It is no wonder that the sentiment echoing around Alcalá Park these days is that "Nobody is irreplaceable, but Jack Boyce comes close." Boyce is retiring Aug. 1, when his successor comes on board. Even so, Boyce will be involved in USD affairs, coming to campus part-time as a special advisor to Hughes.

by Jacqueline Genovese

V E R





Jack Boyce had already proven his financial acumen and business ability during 15 successful years as a developer and entrepreneur before coming to USD. He and two partners developed the Lomas Santa Fe community in Solana Beach, and Boyce had started the first cable television company in San Diego before Hughes approached him.

"Bishop (Leo) Maher had introduced me to Jack when I first came to the university and was looking for a house," Hughes explains. "So I had known Jack for two years and was familiar with what he had accomplished. We wanted Jack because he had the two things we needed—construction experience and financial knowledge."

Although the university wanted Boyce, it remained to be seen if Boyce wanted the university. The father of seven had just sold his North County Cable company for a sizable amount and, in truth, he really didn't need to work.

And the USD job was a challenge, to say the least. "When Jack came, the campus was in sad shape," admits Gene Trepte, a longtime member of USD's board of trustees and president of Trepte

"When Jack came, the campus was in sad shape ... There were potholes in Marian Way, the roofs leaked, some of the buildings were crumbling and badly needed paint, the lawn was brown and splotchy in some areas... It was a mess."

—Trustee Gene Trepte

Investment Co. "There were potholes in Marian Way, the roofs leaked, some of the buildings were crumbling and badly needed paint, the lawn was brown and splotchy in some areas... It was a mess."

Not only was the university physically troubled, but it was fiscally ailing as well. "We were \$1.8 million in debt, and we had borrowed against and spent our \$375,000 endowment," Hughes says, shaking his head.

To top it off, when Boyce arrived for his first day on the job, his office in Maher Hall was two months from completion. He ended up on the bottom floor of Maher at a desk that "was so old it probably came over on the Ark," he says.

Sharing his space was Purchasing Director Mary Griffith, then the

payroll clerk, and her rather large poster of a barechested Burt Reynolds. The parade of employees who went through every day barely acknowledged the newcomer.

"Everyone joked that he was my secretary," Griffith says. "Isn't that a hoot?"

Not many people, especially executives, would have found the situation even remotely funny, but Boyce did. "Mary told me everything I needed to know about USD," he

laughs. The two things Boyce did know about USD—that turning it around would be the biggest challenge of his career, and that it was a Catholic university—convinced him to accept the job.

Father J.J. O'Leary, SJ, a good friend of Boyce's and a religious studies lecturer at USD, cites another reason the affable Irishman took on a seemingly insurmountable task. "Jack has a very deep faith in God, and I think he wanted to do something meaningful with his life and make a contribution. He felt this was the place to do that because he believed in the philosophy and mission of the university."

Boyce agrees with that assessment, then adds, "I had a vision for this place. The minute I saw the campus, I knew what it could



FROM THE BOYCE FILES

President Author E. Hughes and Provost Sister Sally Furay, RSCJ, credit Jack Boyce's sound investments and brilliant financial maneuvering with helping to make USD the university it is today. Following is a partial list of what Boyce has accomplished during his 17 years as vice president for financial affairs.

- *Financing, design and construction of: Hahn University Center, Olin Hall, Manchester Executive Conference Center, Hahn Nursing School, Copley Library, Loma Hall, Mission Crossroads Housing Complex, the Alcalá Vista Housing Complex and the soccer field.*

become. And I felt very comfortable at a Catholic university."

Boyce's Catholic roots go back to his childhood in Bayside, N.Y., where he lived in a tight-knit community of Irish and Italian Catholics whose lives centered around the Sacred Heart Church.

His devotion to the church was fostered by a mother who attended Mass daily and a father who went out of his way to help others.

Boyce's experience with the Christian Brothers in high school and at Manhattan College also left an indelible mark on him.

"The Christian Brothers taught me two very important things—the value of earnest, disciplined study, and the importance of loyalty," he says.

His loyalty to the Catholic Church has never wavered, and in 1972 that loyalty was recognized by the late San Diego Bishop Leo T. Maher when he invited Boyce to join the Knights of the Holy Sepulchre, a Catholic group that raises funds for the medical, educational and social needs of Arab Christians in the Holy Land.

In 1991, Boyce completed an eight-year term as Lieutenant of the Western Region of the Order. He says his involvement with the Holy Sepulchre has led to three of the most significant experiences of his life: meeting the pope and making two pilgrimages to the Holy Land.

The photos of Boyce's visit with the pope are displayed prominently in his office. Pointing to the photo of her boss shaking hands with the pope, Barbara Walsh, Boyce's executive assistant for the past 12 years, laughs. "We tell Jack that in this



Jack Boyce

picture it's hard to tell which one is the pope."

Boyce does have a priestly quality to him, and it's no wonder—he had an uncle and brother who were priests, and his two sisters became nuns (one has since left the religious life

and married). He gave some thought to becoming a priest in his younger years, but decided it wasn't right for him.

Walsh says she teases her boss about being so holy. "He just laughs and says, 'holey socks—that's me.'"

That sense of humor, combined with an easygoing style and Irish charm, has served Boyce well as the supervisor of eight of the most visible and vital departments on campus: Physical Plant, Human Resources, the Bookstore, the Mail Center, Accounting, Administrative Data Processing and Public Safety.

His popularity with his employees was evident in 1989 when the Staff Employees Association honored Boyce with its Administrator of the Year Award—that plaque hangs in his office. "There's nothing more satisfying than being recognized by the people who work for you," Boyce says.

Explaining his friend's appeal, Father O'Leary quips, "Jack could tell you to go to hell, and you would look forward to the trip."

The flip side of the Boyce charm is the Boyce temper. "You can only push him so far, then you get his Irish up," Walsh says. "That really only happens when he's working with developers or architects who want to propose contract changes. Then you see his temper."

• *Financing and negotiations for purchase of the Diocesan Building for the USD campus.*

• *Approved establishment of the Staff Employees Association and the employee benefit program.*

• *Purchase of the university trams.*



Hahn University Center

Boyce might be tough on contractors, but he is generous and concerned when it comes to students,

it 'JACK' because he's the one who made it possible. I just put the committee together.

"Across the history of the last 15 to 18 years of this university, Jack Boyce's fingerprint is on all kinds of things that people don't even realize."

— Provost Sister Sally Furay, RSCJ

faculty and staff employees. He and his wife of 42 years, Mig, have endowed four, four-year undergraduate scholarships, and have contributed to USD's new Choral Scholars program. Shortly after he arrived, Boyce sanctioned the creation of the Staff Employees Association to allow staff employees more input into administrative policies. He also masterminded the university's employee benefits program.

"Across the history of the last 15 to 18 years of this university, Jack Boyce's fingerprint is on all kinds of things that people don't even realize," Sister Furay says. "Like the trams. Jack was concerned about the safety of the students walking around at night, so he found funding for those. And the library's new automated system. The staff calls it 'SALLY,' but they should really call

"Jack does it all quietly, without fanfare," Sister Furay says. "He's proof that the saying is true, 'There is no limit to what can be done if it doesn't matter who gets the credit.'"

Being the "behind-the-scenes" vice president doesn't bother Boyce—in fact, he prefers it that way. "I like to keep a low profile," he says with a grin. But that doesn't mean people can't find him. The biology faculty found him last year when they needed funds to renovate their labs.

"They were so thrilled with him that they came in here with a huge bottle of Absolut Vodka to thank him," Walsh says.

Baseball Coach John Cunningham found him, too, when he needed money for a team bus. "One day, John came running in here, just like a little kid, to show Jack the bus he

was able to get for the team. He had driven it up on campus and parked it out front just so Jack could see it," Walsh recalls.

None of these purchases would have been possible, says Hughes, if it weren't for Boyce's formidable financial skills.

"His managing of our bonds alone has saved us millions of dollars," Hughes says. "His timing in the financial market is incredible. We have never had to borrow money to finance the construction of an academic building. We've been able to build them all with donations and the earnings on our investments. Jack has always been conservative with the university's finances, he has a strong sense of fiduciary responsibility and never takes risks, and every year he balances the budget.

"Our solid financial base and this beautiful physical plant are Jack's legacies to this university."

They are legacies he looks after, too. He conducts a mini-inspection every day as he arrives on campus, and is on the phone to Physical Plant Director Roger Manion whenever something is amiss.

"Jack wants things just so, and he won't settle for anything less," Walsh explains.



FROM THE BOYCE FILES, continued

- Automation of the university's two libraries and the media center.

- Construction of a cogeneration plant, which saves the university thousands of dollars annually in utility costs.

- Upgrade of the university's computer system.



Copley Library



Jack Boyce has supplemented his USD leadership by taking a leading role with the Knights of the Holy Sepulchre, a Catholic group aiding Arab Christians in the Holy Land.

He also keeps abreast of the financial markets by reading constantly and talking to his colleagues in the financial world. "It's a balancing act," Boyce admits. "I guess I just have a knack for timing and a little Irish luck."

His financial timing is one thing, but Boyce admits that his career timing is something else. "I really never planned to stay at USD this long—just long enough to turn it around."

"I told my wife, 'I'll retire when I'm 50.' Then it was 55, then it was 60. Now here I am at 65, and I'm finally getting around to it."

Sitting back in his chair and running his hand over his thatch of white hair, Boyce's voice catches as he says, "The friends I've made here are what made me stay. And I believe in this place, and in what we're trying to do. I just couldn't let that go."

"Jack has always been conservative with the university's finances, he has a strong sense of fiduciary responsibility and never takes risks, and every year he balances the budget... Our solid financial base and this beautiful physical plant are Jack's legacies to this university."

— President Author E. Hughes

- *Purchase and installation of a state-of-the-art phone system.*

- *Expansion of the print shop, bookstore and mail center.*



Pardee Legal Research Center

- *Renovation of biology and electrical engineering labs.*

PAPER TIGERS & VIDEO POSTCARDS

TELEVISION NEWS, TERRORISM AND AMERICA'S MORAL PANIC

by Suzanne Johnson



Social critics insist that Americans watch too much television, that too many hours of staring at the screen have anesthetized us to the violence we see there.

They have a point. On a typical evening of prime-time drama, we see multiple stabbings, shootings and other acts of violence, safe in the knowledge that law and order will prevail, the victims avenged and the criminals punished. The triumphant hero, happy-ending scenario is one we like, one that makes us feel safe. When it is absent, we are troubled—and some televised images have definitely troubled us:

- Blood-splattered bodies on the floors of the Vienna and Rome airports;
- The face of wheelchair-bound Leon Klinghoffer, thrown into the sea from a cruise ship near Cairo;
- The passenger-filled plane sitting on a runway in Beirut, swarthy gunman clearly visible behind the white-haired pilot;
- Thin, pale Americans sending assurances to their families as they “celebrated” Thanksgiving at gunpoint in Tehran.

Those images have something in common: innocent civilians—mostly Americans—dead or taken hostage for a vague political purpose.

The images share another trait as well: all were brought to us courtesy of the evening news, our most relied-upon source of information in times of crisis.

As disturbing as we find those images of terrorism, we still long for a happy ending. And television news tries to deliver, says Beth Dobkin, coordinator of media studies and assistant professor of communication studies at USD. Through the words used, images projected and sources quoted, our evening newscasts gave us several impressions about terrorism in the 1980s: that it was escalating and rapidly reaching crisis proportions; that terrorists, who preyed on innocent civilians, were the embodiment of political evil; and that something had to be done about it.

By the middle '80s Americans believed those perceptions to be true, Dobkin says, and Ronald Reagan couldn't have been happier.

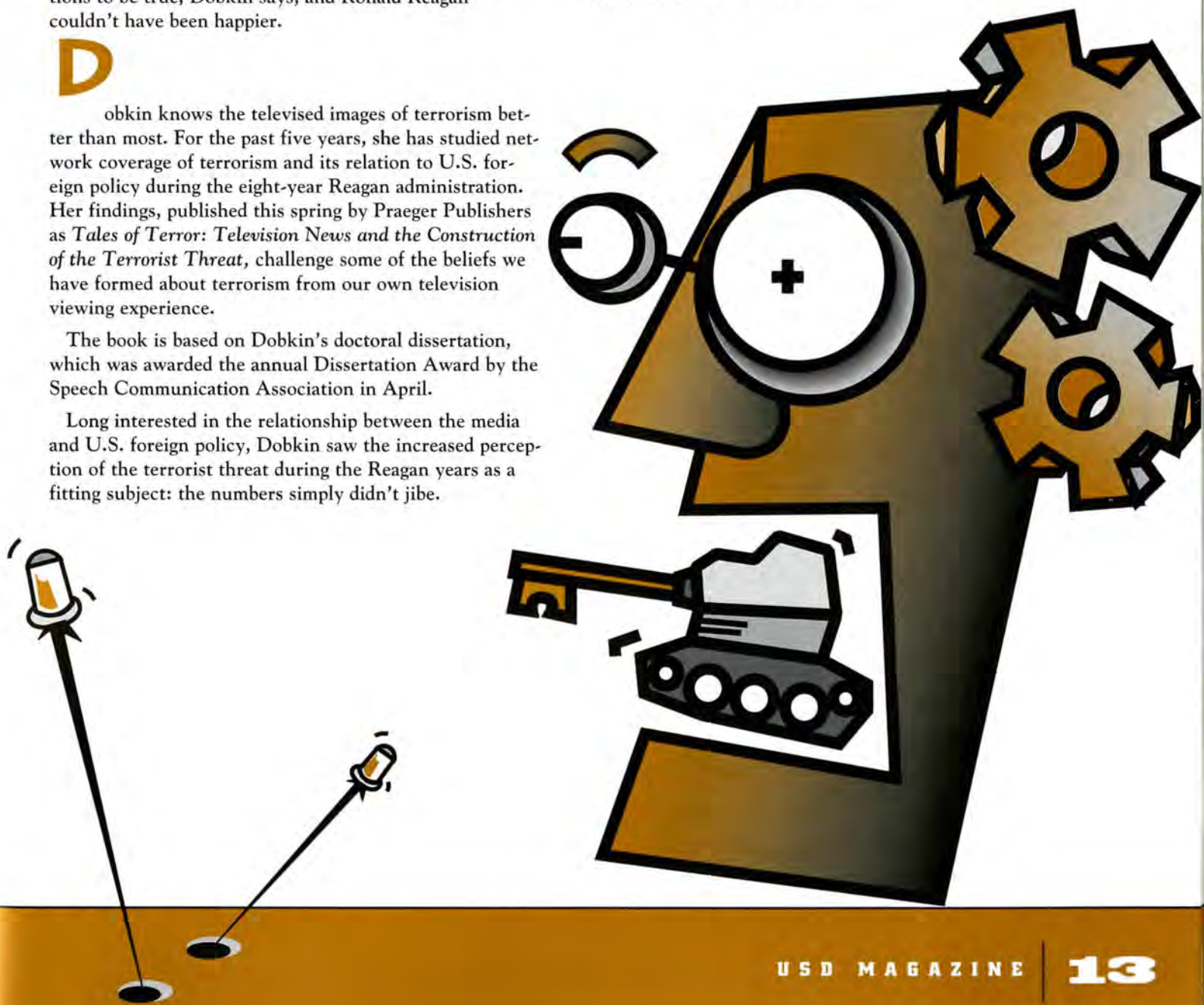
Dobkin knows the televised images of terrorism better than most. For the past five years, she has studied network coverage of terrorism and its relation to U.S. foreign policy during the eight-year Reagan administration. Her findings, published this spring by Praeger Publishers as *Tales of Terror: Television News and the Construction of the Terrorist Threat*, challenge some of the beliefs we have formed about terrorism from our own television viewing experience.

The book is based on Dobkin's doctoral dissertation, which was awarded the annual Dissertation Award by the Speech Communication Association in April.

Long interested in the relationship between the media and U.S. foreign policy, Dobkin saw the increased perception of the terrorist threat during the Reagan years as a fitting subject: the numbers simply didn't jibe.

Reagan was sworn into office Jan. 20, 1981, the same day that 52 hostages ended 444 days of captivity at the U.S. embassy in Tehran, Iran. Reagan quickly targeted terrorism as a growing threat with which the country must take action.

"From the time of Reagan's 1981 inaugural address, when he unveiled counterterrorism as the cornerstone of his foreign policy, to the time of the 1986 air raid against Libya, the problem of terrorism escalated to the level of crisis," Dobkin says. "But the number of terrorist acts directed at Americans had remained relatively constant during that period, and the risk posed to Americans by terrorists was minimal."



The disparity between the perceived terrorist threat and the threat that existed set Dobkin on her course of research.

For her study, she scrutinized dozens of hours of videotape, finally concentrating on video reports of ABC-TV's "World News Tonight," both the most highly rated network news program and the network that gave the heaviest coverage to terrorism during the Reagan era.

Terrorists, television journalists and the president of the United States may make strange bedfellows, but in the 1980s they were all sharing an uncomfortably small space.

Conventional wisdom dictates that the media are the pawns of terrorists, publicizing their actions and thus legitimizing their cause. But Dobkin says the U.S. government's policies can be furthered as well. And in the 1980s, the Reagan administration wanted us to believe terrorism had reached crisis levels.

Why? Dobkin won't speculate on the motives of the president or his administration. "I only know what I can see," she says.

But the infrastructure for governmental manipulation is there. "The media will always follow the lead of the government, because it is the journalist's job to cover the news—and what the president says is news, is news," Dobkin notes. "Once the administration identifies something as a problem, the media begins paying more attention to it. And that greater awareness gives the president a great deal of power to solve the problem."

In the case of the Reagan administration and terrorism, military action ensued, with tremendous public support, on April 15, 1986, as a retaliatory air raid was launched against Libya. The target: Moammar Qadaffi, who had been portrayed as embodying Middle Eastern terrorism.

"American support for the action was overwhelming," Dobkin says. "Americans wanted swift and strong military retaliation after having been plagued for a decade with horrifying acts of terrorism aimed at U.S. citizens."



**"AMERICANS WANTED
SWIFT AND STRONG
MILITARY RETALIATION
AFTER HAVING BEEN PLAGUED
FOR A DECADE WITH
HORRIFYING ACTS
OF TERRORISM AIMED AT
U.S. CITIZENS."**

"Plagued for a decade" because during that time broadcast technology had allowed pictures and sound to be quickly transmitted to American homes from all parts of the world.

And it was those broadcasts that convinced us in the 1980s that terrorism had grown into a major threat. Whether TV news was manipulated by the government, manipulated by the terrorists or simply doing its job of conveying information, the methods it used to deliver its message resulted in a national panic over terrorism. It scared us, it threatened our way of life, and we wanted something done about it.

American television news almost exclusively is presented in "hero narratives," harking back to our penchant for happy endings and conquering heroes, Dobkin says.

"It's melodramatic, and it is interesting to watch," Dobkin says of the hero narrative. "People like to hear stories told this way, and I think one of the reasons ABC is the most popular news network is that it has perfected the hero narrative form. They know how to make a story sensational."

While the hero narrative attracted viewers and provided the visual background for terrorist coverage, the networks supplemented it with tried-and-true reporting methods that reinforced the viewers' feelings of victimization and fear:

- "Video Postcards"—taped messages from hostages to their families or the public—brought a more personal and tragic element to the story.

• Dramatic, still images often represented complex events. When ABC News accompanied reports of the 1985 TWA hijacking with a photo of pilot John Testrake being watched by a dark-skinned gunman, it reinforced the idea of “civilians as targets, commercial passenger jets as prisons, hostages as heroic, and dark, Islamic extremists as terrorists,” Dobkin says.

• Reporters used the passive voice in telling stories. Saying “Three Americans have been taken hostage” rather than “Hijackers have taken a number of hostages, including three Americans” focused attention on the American as terrorist victim.

• The networks occasionally criticized Reagan as a “paper tiger” who used strong rhetoric to lambaste terrorism but had done little to back up his talk. At the same time, they presented military scenarios that supported the administration’s preference for military action.

The combined result of these and other broadcasting methods, Dobkin says, was that the desire for military action was reinforced, both on the part of the administration and the public. If Reagan’s foreign policy required military action in order to give Americans a sense that something was being done about terrorism, television helped give it a chance by subtly reinforcing the need for military action in the minds of its viewers.

The “terrorist threat” waned in the eyes of the public—despite a relatively constant rate of terrorist activity before and since—when the Iran-Contra investigation diverted the attention of both administration and media and exposed the hypocrisy in negotiations with terrorists, Dobkin says. George Bush has been too busy with Panama, the Gulf War, the economy and now the loud footsteps of Bill Clinton to renew the war against terrorism.

Meanwhile, the hero narrative nature of TV news continues with other stories, from the economy to the “drug war,” and Beth Dobkin spends more time than she likes to admit perched in front of a television and two VCRs, remote control in hand. She shares findings with

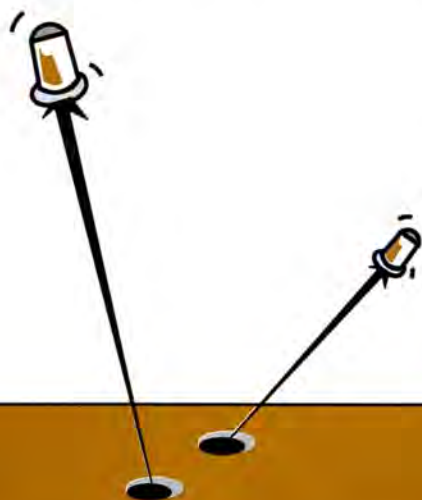
her USD students—who give her lectures rave reviews—and she continues to cast a critical eye at the relationship between TV news and foreign policy. A book chapter on CNN and ABC coverage of the Gulf War will be published soon, and she is planning a study of TV’s role in the reaction to the Rodney King video, the Simi Valley verdict and the aftermath that gripped much of the country this past spring.

And it is an election year. “I sat down to watch the movie ‘Risky Business’ on TV last night and ended up taping all the political ads,” she laughs. “But I would need at least four VCRs to monitor everything.”



Beth Dobkin

**TERRORISTS,
TELEVISION JOURNALISTS
AND THE PRESIDENT
OF THE UNITED STATES
MAY MAKE STRANGE
BEDFELLOWS, BUT IN THE
1980s THEY WERE ALL
SHARING AN
UNCOMFORTABLY
SMALL SPACE.**



T H E

SPORTING LIFE

.....

by

Dianne

Ludlam

The life of a sports agent isn't all fun, games and seven-figure contracts—or it shouldn't be.

The founders of Professional Excellence in Sports talk about negotiations, education, counseling, friendship and ethics—especially ethics.

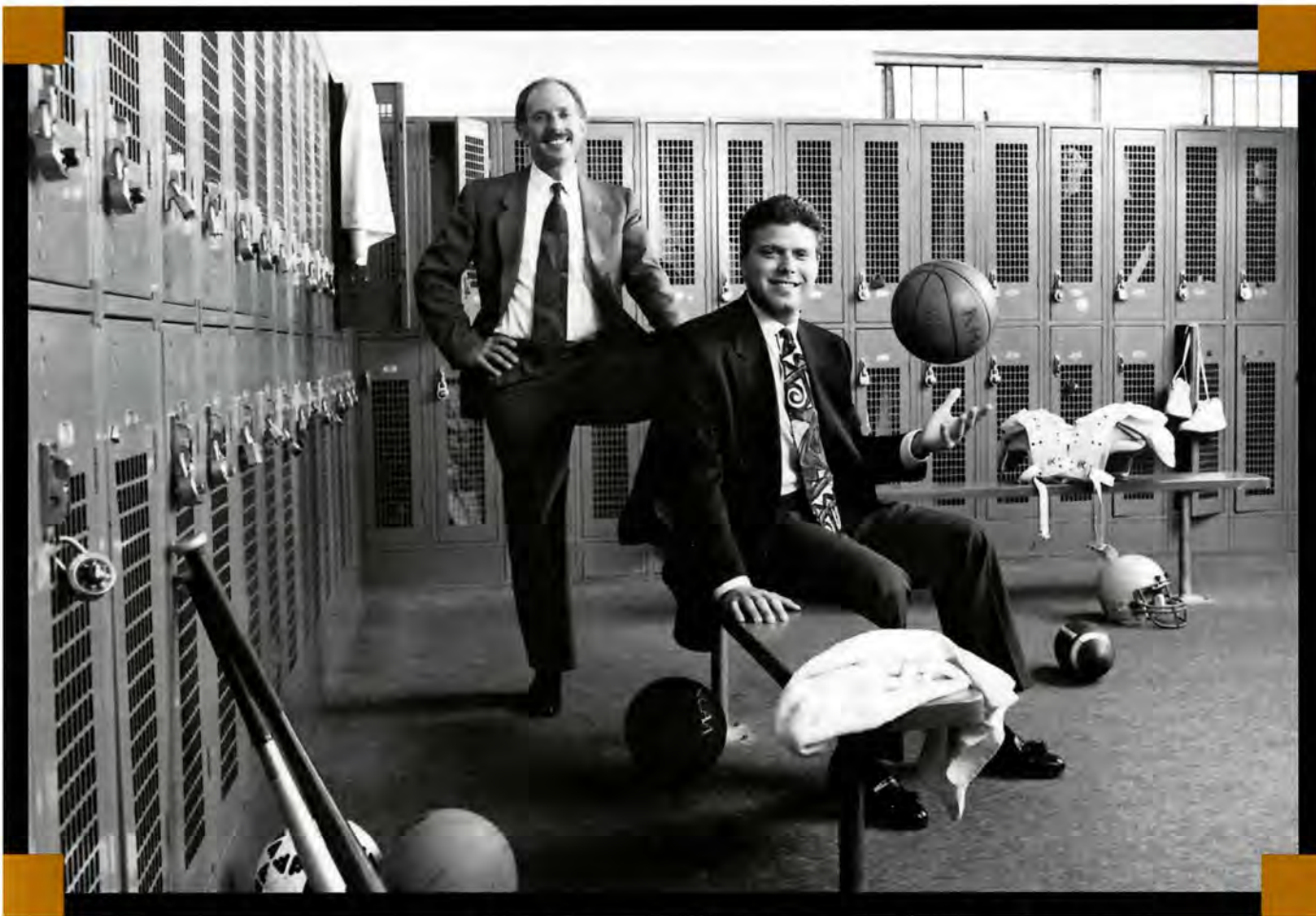
Since childhood, David Morway '85 (J.D.) has spent several hours each day poring over the newspaper sports pages. He still does that, but it's not for fun anymore; it's part of his job.

Morway is one of the managing directors of Professional Excellence in Sports, a La Jolla-based sports agency that represents about 45 professional athletes. He and co-founders John Adler '74 (J.D.), an adjunct professor of labor law at USD, and William McClelland, an engineer at General Dynamics Convair Division, started the company in 1987.

Now when Morway scrutinizes the newspaper sports section, he's checking the statistics of athletes he and his partners represent. In some cases, he has to look pretty hard.

The list of clients does not exactly make an all-star lineup. Sure, there are some names recognizable to sports fans: San Diego Padres right-hander Greg Harris; San Diego Chargers Joe Phillips, Burt Grossman, Junior Sean and Floyd Fields;





Alumni John Adler (standing) and David Morway have applied their skills in labor law to the arena of professional athletics.

and the National Basketball Association's Micheal Williams of the Indiana Pacers and David Benoit of the Utah Jazz.

But for every one of those there are others playing on a farm team, the World League of American Football, the Continental Basketball Association or in Europe.

Not all of them will make it big in the rough and tumble world of professional athletics, which is why the Pro Ex founders adopted a philosophy of helping their athletes achieve success both in and out of the playing arena. They want to do more than just get an athlete's name signed on the dotted line of a lucrative contract.

For Adler and Morway that part of the job is not so different from what they do as labor attorneys—only the clientele has changed. For the most part, their clients are in their early 20s, and most are experiencing for the first time a lifestyle that has or promises money, prestige and the pressure of expectations that comes with professional status.

Adler sees the agency's role as helping these young athletes adjust to their new lives and prepare them for the future. To do that successfully, Pro Ex provides financial planning, career counseling, endorsements / public relations assistance and fitness and lifestyle counseling.

"The reality is that this is a very complex business," Morway says. "You have to be part contract negotiator and part psychologist; you have to have a vast knowledge of marketing and public relations to be an effective sports agent today. You have to have a lot of experience and a lot of contacts."



When Morway, Adler and McClelland formed their agency, they wanted to take the special needs of athletes into consideration. At the time, they didn't realize how long the hours would be (they average 12-hour workdays); how much traveling would be involved (during seven months of the year they spend about two weeks of every month recruiting or visiting clients); or how cut-throat the business could be.

And for them it is a business. None remembers the last time he sat down to watch a sporting event just for fun.

Despite the headaches, they stick with it. One reason is to provide their clients with a special menu of services not usually offered. Most professional athletes are not superstars, they point out. The majority of young men and women who reach the status of professional athlete enjoy careers of fewer than five years. So programs like career and personal counseling, injury prevention, nutrition guidance, and public relations and media relations workshops are popular.

"A lot of our clients also have a strong interest in post-athletic careers," Adler says. "They are involved in management training

workshops; they take internships; they get involved in the business world; they go back to school and get their degree or work toward their degree.



"That's something we take a lot of pride in. It's important to us that they do it, and we know it's important to them that they aren't left after their career without some sort of direction. We want to make sure they are able to do something meaningful and fulfilling after their athletic careers are over."

Morway and Adler say their athletes' financial security is their first priority. So they offer a team of prominent tax and investment professionals to do the financial planning for their clients. And unlike most agents, they do not earn commissions from their clients' investments, assuring the athletes that a conflict of interest never arises.

Their professional ethics are matched by a string of impressive credentials in business, sports and law. Adler, a leading San Diego labor law attorney, received his law degree from USD in 1974 and has extensive experience in negotiation, arbitration and contract law.

Morway, also a labor law attorney with an extensive background in negotiations, professional sports administration, business management and legal consultation, was formerly the assistant to the president of the San Diego Padres. McClelland, known in San Diego for his volunteer work with youth organizations, brings to the firm solid business, analytical and computer systems design skills.

Pro Ex earns a commission of 3 percent to 5 percent on player contracts and generally takes a 15 percent to 20 percent cut of endorsement contracts. Success stories include players like basketball's Micheal Williams, who was playing in the Continental Basketball Association when Pro Ex negotiated a 10-day contract with the NBA's Charlotte Hornets. That led to a two-year, \$900,000 deal with the Indiana Pacers. Williams is now considered one of the top guards in the NBA and recently signed a deal that will bring in more than \$16 million. The same soon may be true for NBA 1992 rookie David Benoit, who made a name for himself in this year's Western Conference Finals when he won the starting job of Utah Jazz small forward away from Blue Edwards.

Morway was trying to recruit Benoit's college teammate, University of Alabama guard Keith Askins, when he first spotted Benoit. Alabama was playing Morway's undergraduate alma mater, the University of



Arizona, at an NCAA tournament in Long Beach.

"David Benoit destroyed us," Morway says.



Morway moved fast. He contacted Roosevelt Gray, the Pro Ex assistant director of client relations for the East Coast; Gray spent a weekend with Benoit; and the deal with Pro Ex was ultimately made over the phone.

Morway and Adler are especially proud of Benoit's success on and off the court. "He's a great kid," Morway says. "He and his wife, Aline, recently had a baby, and we are very close to them."

They try to develop close relationships with all their clients, a side of a cut-throat business not often seen by the public. Morway, Adler, McClelland and their staff look hard at the type of athlete they want to represent. Talent is essential, of course, but it isn't everything.

"First of all, we are looking for good athletes because you can't do much with a good kid who's not an outstanding athlete," Adler says. "And it's not fair, either to the athletes or to us, to be spending a substantial amount of time or money when they don't have a legitimate

shot at making a career in professional sports. So first and foremost, you need an outstanding athlete.

"Next, you need a person who is not looking for the flash and the glitter, who is looking for more substance in terms of support, in terms of advice. We want someone who wants help in making decisions—not someone to make decisions for him or her."

By choosing their clients carefully, Morway, Adler and McClelland build loyalty and are able to counteract sabotage attempts by other agents trying to lure their athletes away.

"We don't lose clients," Adler says emphatically. "When you send your kids out to locations all around the country and they're being hit on by all sorts of agents, you better have a good relationship and you better have a good kid."

MI McClelland says the negative image some people have about sports agents is not totally undeserved.

"Some percentage of athlete representatives are not particularly good people with respect to the things they do and the manner they conduct business," he explains.

The only requirement to become a sports agent is paying a small fee and registering with a players' association. This means people who lack the skills to negotiate a complex, multimillion-dollar deal, or who don't have the players' best interests at heart, fill the field, Morway says, adding that a good agent must understand the art of contract negotiations, salary caps, the labor climate and the arbitration process.

"Too many agents are in it for the short term," Adler says. "They get one or two athletes and squeeze out as many dollars as they can. We see it happen every year."

This lack of ethics is the one thing that bothers Adler, Morway, and McClelland most about the profession. They have reached a point where they are considering filing suits against unethical agents trying to lure their clients away.

Pro Ex has about eight employees, including several University of San Diego alumni. Director of basketball operations Danny Tarkanian is a 1988 *magna cum laude* graduate of the USD School of Law, and Johny Yaldo (B.S. '86, J.D. '89) is assistant director of client relations for the West Coast.

Other clients include San Antonio Spurs head coach and former University of Nevada-Las Vegas coach Jerry Tarkanian; NFL players Scott Galbraith of the Cleveland Browns, Darren Woodson of the Dallas Cowboys, Patrick Newman of the New Orleans Saints, Nick Subis of the Denver Broncos and Marcus Hopkins of the Tampa Bay Buccaneers; baseball client Phil Plantier of the Boston Red Sox; and two members of the U.S. Men's Olympic Volleyball Team.



A San Diego free-lance writer, Dianne Ludlam last wrote on health-care reform for the Spring 1992 USD Magazine.



ALUMNI GALLERY

Note: Some vacancies still exist for class chairs, co-chairs (for classes prior to 1971), correspondents and co-correspondents (pre-1971 classes). If there is a vacancy in your class year and you are interested in volunteering, please contact Alumni Relations at (619) 260-4819.

Alumni Gallery notes received after June 1 will appear in the next issue.

1953

Class Chair:

Therese Truitt Whitcomb,
honorary chair

1954

Class Chair:

Katite Murtha

1956

Class Chairs:

Mary Ann Daly Kennedy and
James V. Freed, *honorary chair*

1957

35th Reunion Class

Class Chair:

Carol (Farrell) Couture

1959

Class Chairs:

Angel Kleinbub and
George Palma

1960

Class Chair:

John Bowman

Class Correspondent:

Charles Hanlen
2956 Verda Ave.
Escondido, CA 92025

1961

Class Chairs:

Mary Fiorino Orradre and
Bob Hughes

Class Correspondent:

Martha Fiorino Dowell
676 West Timberbranch Pkwy.
Alexandria, VA 22303-3614

Margaret V. (Lean) Kennedy and her husband, Ian, live in San Diego, where she is an appraiser with Appraisal Group of San Diego. The Kennedys recently became grandparents.

1962

30th Reunion Class

Class Chair:

Janet (Halla) Trily and Ned Wilson

1963

Class Chairs:

Fran (Oldak) Dolan and
Hank Acquarelli

1964

Class Chairs:

Mary Fipp and Tony Mournian

Class Correspondent:

Delle Willett
2753 Hillcroft Drive
Chesterfield, MO 63005-7007

Coming Home to Your Memories

"Come Home to Your Memories" this fall as alumni from all graduating years reunite at USD on Oct. 2-4 for Homecoming 1992. This year's general homecoming committee, under the leadership of Homecoming Chair Neave Foley Homan '87, has been busy planning a full array of exciting events.



A few highlights:

- Reunions for the classes of 1957, 1962, 1967, 1972, 1977, 1982 and 1987, with alumni joined by faculty, administrators and staff from all generations;
- A campus fun-run;
- Special receptions for alumni of the accounting and biology programs;
- A career seminar, "Marketing Yourself for the Competitive Edge";
- The traditional Tailgate Party before USD takes on California Lutheran at Torero Stadium;
- A Saturday evening dinner dance;
- Homecoming Mass in Founders Chapel and presentation of the second annual Mother Rosalie Hill Award, with a reception to follow.

Mark the date on your calendar and watch your mailbox for more information—it's almost time to come home!



1965

Class Correspondent:

Karen Graham Thielke
19518 14th NW
Seattle, WA 98177

Mary Williams Schaller writes from her home in Burke, Va.: "Twenty-seven years after Professor Karena Shields taught me about ancient Egypt, I got to see it for myself. This February, my husband, Marty, and I took a nine-day cruise down the Nile River—a Most Excellent Adventure! We crossed part of the Great Western Desert astride a camel; climbed inside the Great Pyramid (shades of Indiana Jones!); visited Abu Simbel at twilight—a magic time; crawled all over temples, tombs and monuments; bartered (in halting Arabic) in the local bazaars; and experienced the most incredible dawn, rising golden-orange over the Nile. A trip of a lifetime.

"Below is a photo of *moi* at the tomb of King Tut in the Valley of the Kings—a moonscape of a place!"



Mary Williams Schaller '65

1966

Joe L. Martinez Jr. is a professor of psychology at the University of California-Berkeley. He married Kimberly Lisa Smith in June 1991.

1967

25th Reunion Class

Class Chairs:

Pam (Moore) Snyder and
Paul Tuomainen

1968

Class Chair:

Walt Johnston

1969

Class Chair:

Bill Davila

W. Kent Levis (J.D.) was elected a municipal court judge in Fresno County, Calif., in November 1990.

1970

Class Chair:

Rosemary (Masterson) Johnston

1971

Since June 1991, **Marvin Baker** (J.D.) has been living in Johnstown, Pa., where he is president of Lockheed Aero Parts Inc. He moved to Johnstown from Irving, Texas, where he was president of a Lockheed subsidiary, Murdock Engineering Co.

William C. Pate (J.D.) and **Christine (Vetter) Pate '69** (J.D.) celebrated their 25th wedding anniversary on Oct. 30. Bill is chair of budget and personnel for San Diego Superior Court. Their son Bill Jr. is attending Claremont McKenna College, while son Bryan is a freshman at Stanford.

1972

20th Reunion Class

Class Chair:

Sandee (Walton) Schons

1973

Class Correspondent:

Kathleen Kerr-Stanford
2006 Pepper Drive
Altadena, CA 91001

Cmdr. Arthur Bosco lives in Aiea, Hawaii, where he is chief, Headquarters Support Division, U.S. Commander in Chief, stationed at Camp H.M. Smith.

1974

Benedict Farias and his wife, Debbie, celebrated their 20th anniversary by renewing their vows in the presence of God, Monsignor Neal Dolan and their two sons, Michael, 16, and David, 13. Ben works for the State Banking Department of California, and Debbie works for a property management company in Newport Beach. They live in Irvine.

1975

Gilbert Paul Carrasco lives in Wayne, Pa., where he is a professor of law at Villanova University and has been elected president of the Hispanic Bar Association of Pennsylvania. His wife, Teri, graduates from Villanova this year with a J.D.

1976

Class Chair:

Michael Liuzzi

Tom Vasile lives in Bakersfield, Calif., where he is a counselor/teacher at Bakersfield College.

1977

15th Reunion Class

Class Chair:

Donald J. Altomonte

Frederick Michael Boss (J.D.) has moved from Houston to Portland, where he is an attorney with Greene & Markley, P.C.

Mark McCormick lives in Eugene, Ore., where he is youth minister at St. Paul's Church.

Louisa S. Porter (J.D.) lives in San Diego, where she has worked since June 1991 as a magistrate judge with the U.S. District Court.

1978

Class Chair:

Steve Plourd

Joan H. Baldwin (M.S.) is completing her doctoral dissertation for Catholic University of America in Washington, D.C. She lives in Bonita, Calif., where she is self-employed as a consultant in community health systems.

Kathryn J. Buffington (J.D.) lives in Long Beach, where she works for the Los Angeles County Public Defender's Office. She was recently promoted to Deputy Public Defender IV, handling death penalty defense and major felonies.

Diane (Palermo) Mash teaches elementary school for the San Diego Unified School District. She married Barry D. Mash '83 (M.A.) on Aug. 3, 1991, at Founders Chapel.

Patricia A. McQuater (J.D.), senior attorney with Solar Turbines Inc., has been elected president of the San Diego Convention Center Corp. board of directors.

1979

Maura K. Monahan works as a deputy probation officer with San Diego County. She also works as a part-time teacher at Southwestern College in the administration of justice department. She lives in El Cajon, Calif.

1980

Class Chair:

Clare White

Charles Joseph Pretto (M.B.A. '83) has been an attorney with The Kobey Corp. in San Diego since September. He and his wife, Kimberly, have two children: Anthony was born in 1988 and Elizabeth in 1990.

Lucia Anne (Hammerich) Robeson

lives in Fresno, Calif., where she works as vice president/manager at the Bank of Fresno. She was promoted to this position Aug. 16, 1991. A son, William Patrick, was born to Lucia and her husband, Steven, in July 1990. Lucia had a successful kidney transplant in February 1991.

Deborah A. Wolfe (J.D.) has been elected parliamentarian for the San Diego Trial Lawyers Board of Directors, on which she has served for the past year and a half. She and her husband, **Lester D. McDonald '81** (J.D.), have a private legal practice.

1981

Class Chair:

Kathy (Kearney) Woods

Class Correspondent:

Lisa Sill
11648 Mayfield Ave. #202
Los Angeles, CA 90049

Beth (Charbonnet) Bocken lives in San Diego, where she is married to a Navy Seal who was reactivated by Desert Storm and continues to serve. They have two sons, ages 5 and 7.

1982

10th Reunion Class

Class Chair:

Rick Howard

Mark J. Garibaldi is working as a deputy district attorney for the Kern County District Attorney's Office in Bakersfield. He has worked there since 1990.

Joyce (Battiatto) Graves writes that she was married to Jerry Graves, an art director, in 1987. Their twin sons, Christopher and Kevin, 3, have become TV stars, appearing as

Freddie on "Cheers" and as Max on "Baby Talk." In 1989-90, they appeared as Lucas on "General Hospital." Joyce and Jerry also have a 20-month-old son, Sean.

Ellen P. (Evers) Ruda lives in Newport Beach, Calif., and works for McDonnell Douglas Corp. as senior staff manager in business management. She is responsible for the company's compliance with government regulations, including export control laws.

1983

Class Chair:

Matt DeLine

Matt and Sue (Ahern) DeLine have two children, Carly, 3, and Katie, 2. Matt and Sue work together in their business, San Diego Hotel Reservations. Matt is the chair of the 1983 Class Associate program. If you're interested in participating, please contact him or the alumni office at USD.

1984

Class Chair:

Tim Huckaby

Julie Ann McCarthur lives in San Diego, where she runs her own business, McCarthur & Associates, CPA.

James M. Padilla (M.B.A.) has moved from San Diego to Los Angeles, where he has been promoted to customer services manager for Pacific Bell. He and his wife, Goldie, live in Claremont.

Billy Preciado writes that he and sons Daniel, 5, and Andre, 3, enjoyed Homecoming 1991 at USD. He and his wife, **Kym (Marshall) Preciado '85**, look forward to the boys' graduations from USD in 2009 and 2011.



Billy Preciado and sons

Jeffrey S. Quintana has moved back to California, where he works as regional sales manager for SlimFast Foods Co. He travels frequently between SlimFast headquarters in New York and his home in Garden Grove.

Patricia (Klenner) Ravits lives in Merler Island, Wash., where she works as a "mom, volunteer and artist." She has four children; Emma, born in July 1990, joined Sarah, Molly and Andrew.

Victor M. Torres (J.D. '88) opened his own law firm in May 1991 after more than two years at Federal Defenders of San Diego Inc. He practices criminal and civil litigation.

1985

Class Chair:

Mary (Leingang) Fox

On Feb. 2-4, **Vincent M. Coscino** (J.D.) presented a seminar on creditor rights under U.S. bankruptcy law at EXPO-MEX '92. Coscino is chairman of the bankruptcy department of the San Diego law firm of Shenan, Shaw & Spievak.

The Rev. **Doug Kroll** (M.A.) has been included in the 1992-93 edition of *Who's Who in Religion*. He also has been appointed a member

of the national religious relationships committee of the Boy Scouts of America.

Larry McDonald (M.B.A.) has been named a vice president at Wells Fargo Bank in San Diego. He joined Wells Fargo in 1986 as a credit analyst. Previously, he worked for Bank of America.

Kathryn V. Smart has returned to La Mesa, Calif., from Eastern Europe, where she was traveling with a Christian missionary group, "Youth with a Mission."

Deacon Marvin T. Threalt (M.A.) served as interim principal of Marian Catholic High School through June 30. He also is a member of the National Conference of Catholic Bishops Committee on Liturgy for the African-American Community.

1986

Class Chair:

Ed Aloe

Robin L. Grendahl graduated from the University of Washington School of Medicine in 1991 and is doing her residency training in ophthalmology at the University of Washington Hospital. In 1990, she married Timothy Maleeny; they're living in Seattle.

The Rev. **Kevin C. Page** lives in Lihue, Hawaii, where he is senior pastor at Lihue Christian Church. He graduated from Pacific School of Religion in Berkeley with a Master of Divinity degree and was ordained in San Diego.

In September, **Betty Smallwood** (J.D.) opened her own law office in Henderson, Nev., a Las Vegas suburb.

Cristina (Luria) Soria continues to appear in San Diego's theaters. Most recently she was seen in "La

Fiaca" at the Old Globe Theatre, in "A Christmas Carol" at the San Diego Repertory Theatre, and in "Getting Around" at Blackfriars Theatre. She's the Spanish voice for Sears' TV spots, among others, and is working on breaking into episodic TV and feature films.



Cristina (Luria) Soria

1987

🌟 Fifth Reunion Class

Class Chair:

Rich Yousko

Kurt E. Martens, CPA, has been promoted to manager in the Anchorage, Alaska, office of Price Waterhouse, an international accounting and consulting firm. Kurt also serves as treasurer on the executive board of Challenge Alaska, a nonprofit organization dedicated to providing recreational opportunities to the physically disabled.

Eric P. Musselman is the head coach and general manager of the Rapid City (S.D.) Thrillers of the Continental Basketball Association.

ALUMNI GALLERY

Ben Stoebner, a third-year student at the Pacific University College of Optometry, has been elected president of the American Optometric Student Association. He is the first student from Pacific's College of Optometry to hold the one-year position.

1988

Class Chair:

Jacki (Cepe) Lake

Joe B. and Mary (Becker) Bilsborough have moved from San Diego to Seattle, where Joe works as an insurance and investments broker and Mary is teaching in a private elementary school on Bainbridge Island.

Sharon Kavanagh (J.D.) is working as a project associate at Franklin Resources in San Mateo, Calif.

Phillip I. Roitman passed the July 1991 Illinois Bar Exam and is working as a legal editor for Commerce Clearing House in Riverwoods, Ill.

Robert O. Saintarbor (M.B.A.) lives in Naples, Italy, where he is resident office manager for General Dynamics/Alenia.

Scott C. Taylor (J.D.) is the head trial deputy at the San Diego City Attorney's Office, Criminal Division. He trains and supervises more than 30 attorneys in the prosecution of misdemeanors, including DUI, drug cases, theft, assault and battery, and weapons cases.

Ann P. (Olson) Walker is an instructor in Navy ROTC at USD. She and her husband, Randy, have a 3-year-old son.

On Nov. 19, **Lane A. Woolery** completed his probationary year with the San Diego Fire Department and is now a Fire Fighter 3. He lives in La Mesa.

1989

Class Chair:

Sam Attisha

Wendy Beth (Kantner) Beckner

graduated from the University of Nevada-Las Vegas in December with a master's in public administration. She works as a counselor/probation aide with the Clark County (Nevada) Juvenile Courts.

Vivian (Velichkoff) Doering (J.D.), an attorney with Doering Diversified Ltd., is president of Patio Playhouse Community Theater in North San Diego County. She also serves on the Status of Women Commission for the County of San Diego and is corresponding secretary of the board of the San Diego Youth Symphony. She and her family live in Escondido.

Robert S. Milota (M.A. '90) is working toward his Ph.D. in history at Clark University. He works as an education programs administrator in Lancaster, Mass.

David C. Reiling is living in Playa Del Rey, Calif., and working as a mortgage banker at 1st City Savings in Los Angeles.

Dorian L. (White) Sailer (J.D.) recently appeared in the San Diego Comic Opera Society's production of "The Desert Song." She is an attorney with the San Diego firm of Sullivan, Delafield, McDonald, Allen and Middendorf.

Terri Marie Samuelson has moved to Dallas, Texas, where she is an international sales representative for American Airlines.

1990

Class Chair:

Estela Lopez

Class Correspondent:

April Flores
926 Agate St.
San Diego, CA 92109

Richard A. Barker (Ed.D.) lives in Poughkeepsie, N.Y., where he is an assistant professor of business at Marist College.

Tiffany Brewka lives in Billings, Montana, where she is prime-time anchorwoman for the 10 p.m. news on KULR-TV.

Kelly England lives in San Diego, where she teaches emotionally disturbed fifth- and sixth-graders in Clairemont. She is also training to be a volunteer court-appointed children's advocate through Voices for Children, a private, nonprofit advocacy group.

Mark A. LoBello (J.D.) opened law offices in Las Vegas in May. He writes, "Refer clients!"

Stephen Christopher Montgomery (M.B.A.) lives in Oakton, Va., where he is an independent distributor for Rexall Showcase International.

Lori Ann (Butler) Norton '89 and **Monty Dunn Norton** live in Middletown, Conn., where Monty works in sales for Baxter Scientific Products.

Craig David Schuldt is a first-year law student at Willamette University at Salem, Ore. He took a year off after USD graduation to travel in Europe and Central America.

Stephen Speer works in regional hotel sales for Hyatt Hotels of San Francisco, covering the Southern states. He and his wife, Jul, live in San Francisco.

David Marion Sullivan passed the Virginia Bar Exam in July 1991 and now works as a claims attorney in the Virginia regional office of Nationwide Insurance Co. He and his wife, Karen, live in Lynchburg, Va.



Kathryn Marle Vosbeek is an attorney with the Orange County District Attorney's Office.

1991

Class Chair:

Theresa Spencer

Fernando Carvajal has completed the Immigration Officer Basic Training Course at Glynco, Ga., and is now employed as a special agent with the Department of Justice-INS in Los Angeles.

Robert John (R.J.) Kobylak

(J.D./M.B.A.) works as a financial assistant for the U.S. Department of the Treasury in Washington, D.C. He is working on the Foreign Portfolio Investment Survey.

Chris Orr lives in Honolulu, Hawaii, where he works as a database manager/systems analyst for the University of Hawaii at Manoa while working toward his master's in political science.

Michelle Somma lives in San Diego, where she is a payroll accountant for Bumble Bee Seafoods.

Dan Keith Speirs lives in Chicago, where he works for Prudential as a phone clerk at the Chicago Board of Trade.

Scott H.Z. Sumner is a full associate with the law firm of Hinton & Alfert, located in Walnut Creek, Calif.

1992

Class Chair

Greg Weaver

MARRIAGES

Carolyn E. Sprogis '77 (J.D. '83) married Barry R. Anderson on Oct. 12. They live in San Francisco, where Carolyn is an attorney for San Francisco Federal Savings & Loan.

Kim C. Jacobs '80 married George N. Panos on June 15, 1991. They live in San Jose, Calif., where Kim is a regional sales manager for Kendall Healthcare Co.

Mary Ann Thomson '80 (M.A. '82) married Robert Ellis Stone on Jan. 11 at St. Vincent de Paul Church in San Diego's Mission Hills. After a three-week honeymoon in Jamaica, they returned to their home in Tiersanta, Calif. Mary Ann is a teacher at Miller Elementary in the San Diego Unified School District.



Thomson | Stone

Andre A. Ladrech '84 married Cara Marie Santino on Sept. 14 and went on a month-long honeymoon to Europe. They live in Sacramento, where he works in real estate management for Woodmont Cos.

Kevin McCord '85 married Marcia Ann Pantan recently at Founders Chapel. **Robert Clancy '83** served as best man. Ushers included **Stephen Silver '83**, **Christopher Gualtieri '83**, **Byron Roth '85** and **Charles Smyth '84**. Rev. Michael McKay, director of USD Campus Ministry, performed the ceremony, and **Tripp Champion '84** was among those giving scripture readings.

After a honeymoon in the Fiji Islands, Kevin and Marci are living in San Diego. Kevin works as an investment counselor with Four Seasons Financial Services, a real estate finance and development firm, and

Marci teaches at Del Mar Pines School in Del Mar while working toward a master's in education at USD.

Edward L. Vido '85 lives in Anaheim Hills, Calif., where he is a regional sales manager for Kaiser Electroprecision. He married Lisa Michele Regan on July 27, 1991, in Founders Chapel.

Thomas Victor Ventimiglia '86 married **Kathy Dromaso '89** in June 1991 at Founders Chapel. He works as a counselor and personal development instructor for Palomar, Mesa and Cuyamaca colleges.

Deborah L. Davis '87 married Josh O. Ungerman on Dec. 1 in Kona, Hawaii. In May 1991, she graduated from law school at Southern Methodist University. She is now an attorney with the U.S. Court of Appeals for the 4th Circuit. She lives in Laurel, Md.



Castle/Rosvall

Jennifer Castle '90 and **Dennis Rosvall '90** were married Oct. 5 at St. Mary's Basilica in Phoenix, Ariz. USD graduates in the wedding party included **Robert Burnett '90**, **Rob Hackman '90** and **Eric Roenker '91**. Alumni in attendance included **Greg Zackowski**, **Karen Gorey**, **David Cunus**, **Theresa Spencer**, **Al Ingalinera**, **Joe Chucuri**, **Buddy Hamond**, **Charlie Gallao** and **Kathy Castro**.

ALUMNI **G**ALLERY

Dennis is working for Smith Western Inc. as a sales representative, and Jennifer is working for Designer Line as an account representative. They live in Beaverton, Ore.

Navy Lt. j.g. **William Scheibner '90** married Elizabeth Witty on March 21 at the La Jolla Congregational Church. The ceremony was celebrated by Monsignor I. Brent Eagen and the Rev. E. Vaughan Lyons. The reception was held at the Darlington House in La Jolla. Elizabeth, a 1987 graduate of San Diego State University, is a free-lance writer.



Witty/Scheibner

William is the ordnance officer onboard the guided missile frigate USS Gary, homeported in San Diego. USD alumni in the wedding party included: Lt.j.g. **Reinaldo Rivera '90**, Lt.j.g. **Rick Waters '90** and **Dyann Fisher '91**. Alumni in attendance included: Lt.j.g. **Michael Stuart '90**, Lt.j.g. **Rich Hirasuna '89**, Lt.j.g. **Fred Simanek '90**, **Michelle Helfert '90**, **Iliana Dodge '92**, Ens. **Robert Poling '91**, Lt.j.g. **Robert Sylvia '90**, **Cathy Maule '92**, **Fred Gonzales '92** and Ensign **Edoardo Naggiar '91**. Faculty in attendance included **Dr. and Mrs. Robert Bacalski** and **Dr. and Mrs. John Marambio**.

Scott Blinn '91 married Janet Brice on Aug. 10, 1991. They live in San Diego, where Scott is residential supervisor for the YMCA-San Diego.



Brice/Blinn

Kelly C. Bower '91 and **K.C. Gallagher '91** were married Feb. 1 in Newport Beach, Calif. **Alan Trafton**, **Bert Benvenuti**, **Todd Jordan**, **Michelle Hudgins** and **Lesley Walsh**, all '91 graduates, were members of the wedding party. Guests included **Jon Badillo**, **Mary Carson**, **Heather Meredith**, **Bernard Chandler**, **Jason Anderson**, **Danielle Bittner** and **T.P. McCabe**, all '91, and **Lori Willycheck '90**, **Bo Venerdi '90**, **Cindy Basso '89**, **Jen Murphy '92** and **Troy Wick-er '92**. The couple lives in Chicago, where K.C. works for Aimcor.



Bower/Gallagher

BIRTHS

Larry Bouché '73 and his wife, Suzie, announce the birth of a daughter, Geena Lauren, on April 15, 1991. He is working as director of new business development at Hoffman & Hauser Inc. in San Diego.

Adria (Howatt) Lundquist '73 and her husband, Greg, are the proud parents of a daughter, Anne, born Sept. 10. They also have two sons, Michael and Galen. The family lives in Seattle, Wash., where Adria works as a counselor with the Edmonds School District at Lynwood High School.

Pat Iaccino '79 and his wife, Kristy, announce the birth of a daughter, Alissa Rose, on Aug. 30, 1991. He writes that big brother Joseph, 7, and sister Ashley, 5, are very proud, as are Mom and Dad. Pat is working at Antelope Valley High School as a vice principal. He and his family live in Palmdale, Calif.

Russ Whitmarsh '79 and his wife, Terri, welcomed their first child, Tyler Dean, on April 11. They moved into their new home in El Cajon, Calif., on April 12.

Stuart G. Putnam '80 and his wife, Laurie, recently celebrated the birth of a son, Alexander Joshua. They live in Acworth, Ga., where Stuart is a vice president of sales for Advertising Unlimited.

Mary Pat (McCabe) Sheppard '80 and her husband, Charles, announce the birth of their third child, Colin, who joins sisters Margot, 3, and Caroline, 2. The Sheppard family lives in Chicago.

Cleta (Romero) Sweeney '80 and her husband, Sean, announce the birth of a daughter, Delaney Shea ("Stevie"), on March 14. She joins



an older sister, Mackenzie. The Sweeneys live in Souder, Mo.

William Meredith Wright '80 (J.D.) and **Elizabeth (Hanford) Wright '80** (J.D.) announce the birth of their third son, Samuel, on Aug. 22, 1991. The Wright family lives in Cameron Park, Calif.

Laurie (Nolet) Bowen '83 and her husband, Joe, announce the birth of a daughter, Mary Anne, on Nov. 5. Laurie is youth minister at St. Mark's Church in Boise, Idaho.

Jimmy Anklesaria '85 (M.B.A.) and **Jennifer (Hart) Anklesaria '88** (M.B.A.) announce the birth of a son, Zubin, on Sept. 10. The family

lives in Del Mar, Calif., where the Aklesarias have their own consulting business.

Robert Alpert '86 and Sue (Weber) Alpert '86 (both M.B.A.) announce the birth of their first child, Tara Diane, on Nov. 1. The family lives in Escondido. Robert works as an engineering manager with Ivac Corp.

Monica (Duacsek) Buehnerkemper '86 and her husband, Mark, announce the birth of a son, Christopher James, on July 12, 1991. She works in Norco, Calif., as a computer programmer with Northrop.

Debra (Kanevsky) Migdal '86 (J.D.) and her husband, Kirk, announce the birth of a daughter, Lindsay Allyn, in June 1991. The family has recently moved to Copley, Ohio.

Teresa Rodgers-Surrey '86 and her husband, David, celebrated the birth of a son, Clarke Alexander, on Oct. 3. The family lives in Ocean-side, Calif., where Teresa works in advertising sales for the San Diego edition of *The Los Angeles Times*.

Gina Sparks '87 married Michael Moberly on June 3, 1989, with **Lynne (Reimann) Schwarz '87** serving as matron of honor. Gina and Mike celebrated the birth of their first child, Robert Lawrence, on Oct. 23. The Moberlys live in Tustin Ranch, Calif., where Gina is building services coordinator for the Los Angeles branch of Robert Shaw Controls Co. Michael is a financial analyst at Robert Bein, William Frost & Associates in Irvine.

Mark D. Manor '88 and Marie (Schanep) Manor '88 live in Phoenix, Ariz., where Mark works as an estimator and Marie works as a reservations agent for Alaska Airlines. They celebrated the birth of their first child, Zachary David, on April 6.

Catherine (Lynch) McKee '88 (J.D.) and her husband, Bert, celebrated the birth of a son, Timothy, on July 25, 1991. Catherine is an attorney with McCormick & Mitchell in Diamond Bar, Calif.

Gregory Achatz '90 (M.B.A.) and his wife, Sharon, announce the birth of their first child, Brian Phillip, on June 5, 1990. Greg is a sales representative for Nalco Chemical Co. in Carson, Calif. The family lives in Long Beach.



A Gathering of Associates

Class chairs gathered at the Alumni Summit in April to discuss the Alumni Class Associate Program. Pictured are: (front row, from left) Paul Tuomainen '67, Bill Davila '69, Greg Weaver '92, Walt Johnston '68, Clare White '80, Hank Acquarelli '63 and Tim Huckaby '84; (second row, from left) Mary Fipp '64, Fran (Oldak) Dolan '63, Rosemary (Masterson) Johnston '70, Don Altomonte '77, Estela Lopez '90, Mary Ann (Daly) Kennedy '56, Carol (Farrell) Couture '57, Jacki (Cepe) Lake '88, Mary (Leingang) Fox '85, Rick Yousko '87 and Rick Howard '82; (back row, from left) Maggie (King) Hughes '64 for Bob Hughes '61; Theresa Spencer '91, Michael Liuzzi '76, Ed Aloe '86, Tony Mournian '64, Ned Wilson '62, Steve Plourd '78 and Matt DeLine '83.

Not pictured: Therese (Truitt) Whitcomb '53, Katite Murtha '54, James V. Freed '56, Angel Kleinhub '59, George Palma '59, John Bowman '60, Mary (Fiorino) Orradre '61, Bob Hughes '61, Janet (Halla) Trily '62, Pam (Moore) Snyder '67, Sandee (Walton) Schons '72 and Kathy (Kearney) Woods '81.

Alumni Board Completes Successful Year, Welcomes New Members

Seven new members were welcomed to the USD Alumni Board of Directors at the board's annual recognition dinner, held June 5 at Manchester Executive Conference Center.

Joining the USD Alumni Board are Ed Arledge '73 (J.D.), Jackie (Landis) Dapper '73, Mary Ann (Daly) Kennedy '56, Maureen (Pecht) King '64, Dick Lonnecker '62, Father Peter McGuine '85, George Pflaum '79, Dan Wachowiak '62 and Patricia Vasquez '89.

The completion of the 1991-92 academic year marked the conclusion of the fourth year in the Alumni Association's five-year plan that began in the fall of 1988. During those four years, the association has grown both in terms of programs and involvement, said Lori Murray Simpson '83, outgoing Alumni Association president, in recapping the past year's achievements.

Thirty alumni now serve as association directors, representing a cross-section of class years and aca-

demie fields, Simpson noted. The newly formed Alumni Class Associate Program will increase alumni involvement in the university even more, with associates from each class year working to increase class participation in university events and programs.

Alumni events continued to expand during 1991-92, Simpson noted. More than 1,000 alumni returned to USD for last fall's homecoming celebration, for example, attending a variety of events and holding seven successful class reunions. Equally successful was the fourth annual Alumni Summit, held on campus in April. This program gave visiting alumni an opportunity

to hear firsthand about USD's commitment to cultural diversity, its Catholic identity and its athletic program.

Regional programming has expanded, with 1991 events including separate liturgies celebrating the annual Alumni Mass simultaneously in San Diego, San Francisco, Orange County and Phoenix. Athletic events were also held in those areas.

Other events included: special receptions for nursing, M.B.A. and biology alumni; a highly successful School of Education Alumni Dinner, which attracted more than 300 alumni and friends to honor alumnus Juan Mora; the Career Outreach program; and both Student Alumni Association and Alumni Association participation in university fund-raising efforts.

Association activities are expected to flourish further during 1992-93 under the leadership of new president Chuck Limandri '77, Simpson said.



Ed Arledge



Jackie Dapper



MaryAnn Kennedy



Maureen P. King



Dick Lonnecker



Fr. Peter McGuine



George Pflaum



Dan Wachowiak



Patricia Vasquez



Political Bells Toll for All



by The Hon.

Elliot L.

Richardson

You all remember a well-known American saying: "If it ain't broke, don't fix it." Since you have studied logic here, you will readily recognize

the corollary to that proposition: "If it is broke, fix it."

The political process in the United States today is broke. Never in my lifetime have I sensed such a widespread feeling of helplessness and frustration on the part of millions of people.

If we are obliged then to conclude that the political system is broke, we ought to be doing something about fixing it—right? But, of course, that's the hard part. How should we go about fixing it?

The first thing we have to do is try to figure out what's wrong. I would suggest to you that the place to look is not the deterioration of the quality of the people who hold public office...I don't think we should look either for an explanation in any decline in the character or morals of the American people. I think, rather, that in order to try to understand what is wrong, we have to recognize that both the people and the politicians are victims of a class between higher expectations and slower growth in an increasingly complex world in which it gets harder and harder to sort out an ever-growing number of competing claims...

The only conceivable response to this, so far as our political leaders are concerned, is to level with us, to articulate clearly the goals that they believe we should be trying to reach, and to set out with equal clarity the priorities among those goals. And then, having done that, tell us what it will cost to get there from here...

Apart from anything we might demand of our politicians or our scientists, we need to think about what to demand of ourselves. I believe that, where We the People are concerned, we need to try to achieve two significant changes in attitude.

The first change is an attitude toward the political process and our responsibility toward it...We the People have delegated to the Congress, the president, and the courts power to address things that concern us in common. They hold those powers in trust for us. They are accountable to us...We have the right to expect they will act in our interests and that they will act with integrity...

It follows from the fact that those who hold public responsibility, those to whom we have delegated responsibility, continue to be accountable to us who retain ultimate responsibility.

We cannot—we could not even if we wanted to—abdicate the function of citizenship and the responsibility that goes with it. We can exercise those responsibilities well or badly, conscientiously or not, but we cannot get rid of them.

If we expect elected officeholders to level with us, we must insist that they do so, and we must level with ourselves. Part of what is necessary is for us to recognize that the essence of all moral responsibility is simply the recognition that other people are also real.

It sounds simple enough and obvious enough. And yet, it takes a bit of imagination to recognize that people remote from us, people socially remote from us in inner cities, people geographically remote from us in other parts of the world, nevertheless have a claim on us because they are real, equally endowed with human dignity, equally entitled to respect and equality before the law and in mutual appreciation.

This simple awareness could go a long way toward lifting us out of that narrow, egocentric attitude toward the things that specifically concern us...

All of this, of course, is what John Donne meant when he said, "Any man's death diminishes me because I am involved in mankind. And therefore never send to know for whom the bell tolls. It tolls for thee."

The preceding was an excerpt from the USD undergraduate commencement address delivered May 24 by The Hon. Elliot L. Richardson, special representative to the president for the multilateral assistance initiative for the Philippines.

This calendar reflects only major campus events with dates firm as of magazine press time. For a complete listing, please call the Public Relations Office, (619) 260-4681.

July 26

World-renowned photographer Arnold Newman will deliver a public lecture during a West Coast School of Photography conference. 7 p.m., Hahn University Center. Fee of \$10 can be paid at the door.

August 13

Family Breakfast Club meeting. "Developing Professional Management in the Family Firm." Sponsored by USD Family Business Institute. 7:30-9:30 a.m., Manchester Executive Conference Center. Fee. (619) 260-4644.

September 5

Football: USD vs. Cal State University-Hayward, 7 p.m., Torero Stadium.

12

Football: USD at University of LaVerne, 1 p.m.

18-20

Law Alumni Weekend. For information, call (619) 260-4692.

19

Football: USD vs. University of Redlands, 7 p.m., Torero Stadium.

26

Football: USD vs. Claremont McKenna College, 7 p.m., Torero Stadium.

October 2-4

Homecoming Weekend. For details, see the ad on Page 20 of this issue.

3

Football/Homecoming: USD vs. California Lutheran University, 1:30 p.m., Torero Stadium.

10

Football: USD at Whittier College, 7 p.m.

16-18

Family Weekend. For information, call Parent Relations at (619) 260-4930.

17

Football: USD at Azusa Pacific University, 1:30 p.m.

24

Football: USD vs. Occidental College, 7 p.m., Torero Stadium.

31

Football: USD at Pomona Pitzer College, 1 p.m.

November 7

Football: USD at Menlo College, 1:30 p.m.



University of San Diego

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